



## MEMORANDUM

May 7, 2014

TO: Planning Commission

FROM: Cas Chasten, Planner III - CPDS

SUBJECT: Briefing on Project Plan Application PJT2014-00004  
**(Amendment to Approved Preliminary Development Plan PDP2004-00007)**  
Upper Rock District – Blocks, B, C, and D

### Background:

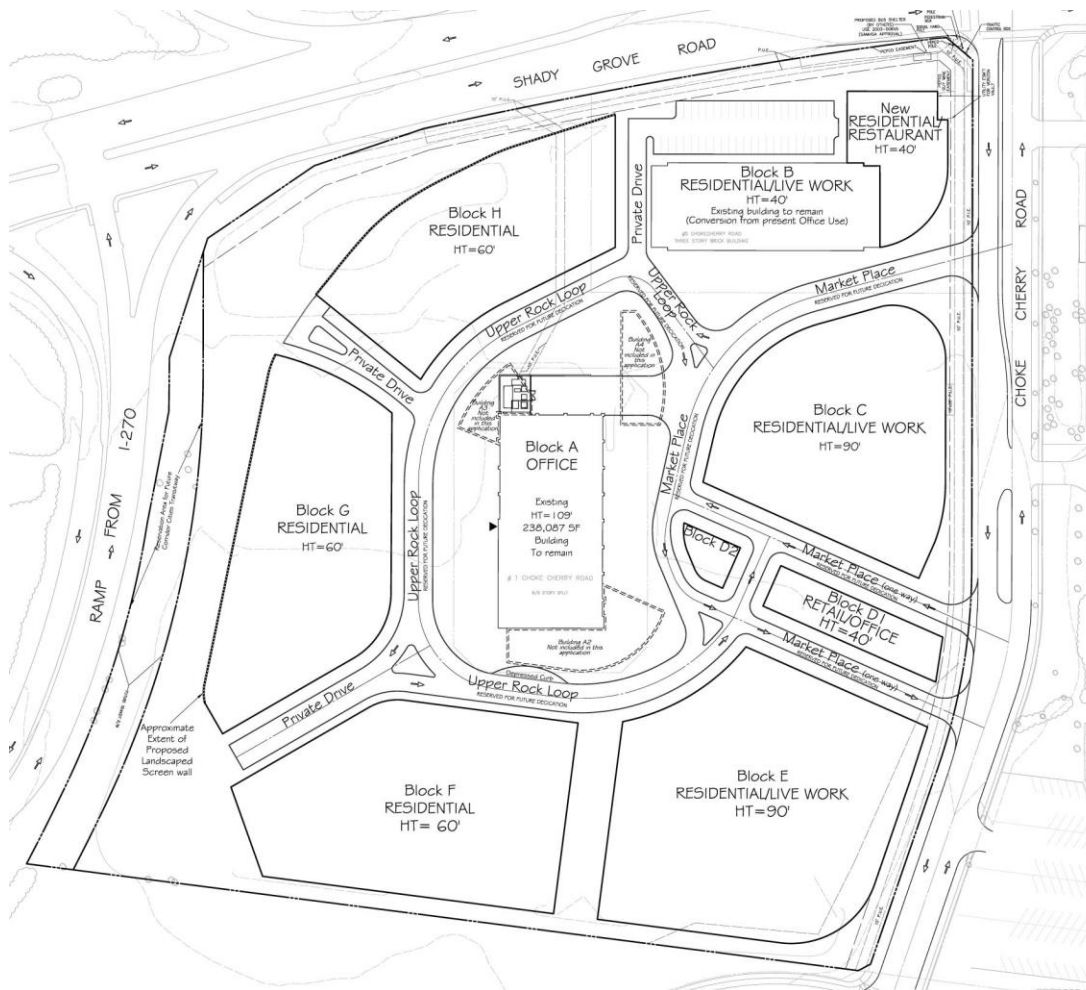
In accordance with Section 25.14.07.e. of the Zoning Ordinance, the applicant (JBG/5 Choke Cherry, LLC & JBG/Market Square II, LLC) submits the referenced project plan application; a proposal to amend previously approved Preliminary Development Plan PDP2004-00007.

The creation of the Upper Rock District was intended to transform an outdated office park into a mixed-use, transit oriented, pedestrian friendly village. As noted in the initial application as submitted, *“Upper Rock is an ambitious project that will include innovations such as affordable incubator retail spaces, the unprecedented loft conversion of an obsolete suburban office building, live/work life style, affordable senior’s housing, sustainable design buildings and parking structures, unparalleled attention to pedestrian convenience, access to the future Corridor Cities Transitway station just 4 minutes away, and an unforgettable landmark designating Rockville’s northern border.”*

The Preliminary Development Plan PDP2004-00007, Upper Rock District, was approved by the Mayor and Council on May 23, 2005 under the (then) Optional Method of Development in the I-3 Zone. The site’s approved PDP development plan is comprised of the following elements: a) the existing 238,087 square foot - nine-story office building; b) the existing 73,700 square foot - two/three-story office building; c) 23,500 square feet of planned commercial/retail development (including 14,500 square feet in Block D (the marketplace); d) 844 multi-family residential units in six buildings, which include up to 126 live/work units; e) structured and surface parking facilities; and f) outdoor plazas and an array of green space.

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Under the PDP approval, the existing 73,700 square foot office building located on Block B, is to be converted into residential units during phase III of the project build-out. Said residential units would be included in the total number of 844 residential units that are permitted in the PDP approval. Also, the applicant was/is required to construct 12.5 percent of the residential units as Moderately Priced Dwelling Units (MPDUs). Another requirement in the approved PDP requested the applicant to provide a reserved right-of-way for the future Corridor Cities Transitway (CCT), which would run along the east side of Interstate 270, adjacent to this site.



**PDP Land Use and Massing Plan**

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The PDP does allow for flexibility related to the shifting of residential units from block to block so long as the maximum height and the total aggregate number of residential units (844) is not exceeded based on the land use and massing plan (shown above). These reallocations were allowed to be made during the Use Permit (now Site Plan) stage, if approved by the Planning Commission.

Phase I of the Upper Rock project, Blocks E and F, was initially approved by the Planning Commission on June 28, 2006 and allowed construction of 431 units. Blocks E and F, which are located on the east side of the property, adjacent to the King Farm development, consist of 3.64-acres of the 19.8-acre total site area for Upper Rock.

The building plans for Block E and F were later amended, i.e., to allow a reduction in the number of dwelling units and building heights, as well as a change in the building materials (ref. USA2006-0696A). The Block E development under said amended plans contained 213 residential units, including one and two-bedroom units and 5 live/work units. The parking for these units was to be provided through a two-level, 320-space garage. Block F, which is located closer to Interstate 270, contained 62 one and two-bedroom residential units and an 887-space, seven-level parking garage that also serves the office building. As of this writing, the Phase I (Blocks E and F) residential development is fully constructed and is occupied.

Phase II of the Upper Rock project, Blocks G and H, was approved by the Planning Commission on April 29, 2008. Blocks G and H comprise approximately 4.85 acres of the 19.82 acre tract. This second phase of development implemented the third and fourth residential blocks, approved in accordance with previously approved Preliminary Development Plan PDP2004-00007. The four-story multifamily residential building to be constructed on Block G contained 149 units, 89 one bedroom units and 60 two bedroom units. On-site parking spaces for the Block G residential building facility are provided via subsurface and surface parking facilities.

The four-story residential building under construction on Block H contained 127 dwelling units; 76 units will be one-bedroom units and the remaining 51 units will be two-bedroom units. On-site parking spaces for the Block H residential building facility are also provided via subsurface and surface spaces. Vehicular parking for both of these residential buildings is provided primarily in parking facilities located under the respective buildings, with a portion of their parking spaces located in the Block F parking garage.

At the time of the writing of this staff memorandum, the Phase II (Blocks G and H) development was nearing completion of construction. However, on April 1, 2014 a fire caused massive damage, nearly destroying the Block G residential building. The developer (G/U, LLC-Gables

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Residential) plans to rebuild the structure in accordance with the site's previously approved use permit/site plans. It should be noted that the Block H residential building was not damaged by this fire event and is expected to open for occupancy once construction is completed.

#### Proposed Amendment

With regard to Project Plan Application (PJT2014-00004) the applicant (JBG/5 Choke Cherry, LLC & JBG/Market Square II, LLC) proposes the following modifications to previously approved PDP2004-00007: 1) raze and remove the existing 73,700 square foot office building located on Block B, precluding the possibility of future conversion of the building structure into residential units; 2) demolish and remove the existing surface parking facilities located on Block C; 3) construct 34,700 square feet of non-residential development, i.e., service, restaurant, and other types of retail use, on Blocks B and C, formally eliminating the "retail/office" land use designation assigned to Blocks B and C; and 4) formally designate Block D as landscaped green area, i.e., the ceremonial entrance to the Upper Rock District, eliminating the "retail/office" land use designation assigned to Block D under PDP2004-00007.

#### Amendment Process

In order to amend PDP2004-00007, via implementing the development modifications as requested, a project plan application must be formally approved by the Mayor and Council following a recommendation by the Planning Commission. In accordance with Sec. 25.14.07.e.2. of the Zoning Ordinance – Procedure:

Any proposal to amend the Planned Development Governing Documents requires the filing of a Project Plan amendment application with the Chief of Planning. Such application must comply, and will be processed in accordance, with the requirements for a Project Plan as set forth in Article 7 of the Ordinance.

In accordance with Sec. 25.07.07.6., Project Plan Review, the Planning Commission will receive a briefing by the applicant on the requested project plan application on May 14, 2014, followed by a briefing to the Mayor and Council on May 19, 2014.

Following the Mayor and Council briefing, the applicant is encouraged to make any revisions to the proposal as needed; pursuant to comments received at the briefing sessions and area meetings. Such plan revisions will be made before the request is scheduled for consideration by the Planning Commission, at a regularly scheduled meeting. The Planning Commission must review the project plan application, as revised, at a public meeting and provide an opportunity

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for public comment. After its review, the Commission shall prepare and transmit its comments and recommendation on the application to the Mayor and Council.

Following Commission review, the project plan application will be scheduled for a public hearing by the Mayor and Council. It is at this stage the applicant is encouraged to revise the plans based on comments and recommendations received from the Planning Commission. In accordance with the information provided and testimony presented during the public hearing by the Mayor and Council, they are charged with making findings as required by Sec. 25.07.01.b.2. of the Zoning Ordinance, with regard to the final project plan application request. If directed by the Mayor and Council, the applicant must hold another area meeting and receive comments on the proposed plan. Upon hearing all such evidence from the public hearing and area meeting, if needed, the Mayor and Council will render a final decision on the proposed project plan via adoption of a resolution. If the application is approved, the Mayor and Council will establish a time period in which construction on all phases of the approved project plan must commence.

**Attachments**

Attachment A – Project Plan Application PJT2014-00004

cc: Andrew Gunning, Assistant Director- CPDS  
Bobby Ray, Principal Planner- CPDS  
Jim Wasilak, Chief of Planning - CPDS



Application for

# Project Plan Application/Amendment

Attachment B  
**PJT**  
10/10

## City of Rockville

Department of Community Planning and Development Services

111 Maryland Avenue, Rockville, Maryland 20850

Phone: 240-314-8200 • Fax: 240-314-8210 • E-mail: Cpds@rockvillemd.gov • Web site: www.rockvillemd.gov

### Type of Application:

☒ Project Plan      ☐ Project Plan Amendment (major)      ☐ Project Plan Amendment (minor)

*Please Print Clearly or Type*

Property Address information 5 Choke Cherry Road, Rockville, MD 20850

Subdivision Danac Technological Park      Lot (S) 9C-1 & 9K      Block B&C

Zoning MXE      Tax Account (S) 03426002 , ,

### Applicant Information:

*Please supply Name, Address, Phone Number and E-mail Address*

Applicant JBG/5 Choke Cherry, LLC & JBG/Market Square II, LLC, 4445 Willard Ave., S. 400, Chevy Chase, MD 20815  
Kristi Smith, ksmith@jbg.com, 240-333-3662

Property Owner Same

Architect Brown Craig Turner Architects & Designers, 100 North Charles St. 18th Floor, Baltimore, MD 21201 Paul  
Evenson, paule@bctarchitects.com, 410-837-2727

Engineer Johnson Bernat Associates, 205 N. Frederick Ave., S. 100, Gaithersburg, MD 20877 Andrew Bradshaw,  
abradshaw@jba-inc.com, 301-963-1133 x228

Attorney Lerch, Early, & Brewer Chtd, 3 Bethesda Metro Center, S. 460, Bethesda, MD 20814 Robert Harris,  
rharris@lercheearly.com, 301-841-3826

Project Name Upper Rock - Phase 3

Project Description Retail Development

### STAFF USE ONLY

#### Application Acceptance:

Application # PST2014-00004

Pre-Application PAM2013-00063

Date Accepted \_\_\_\_\_

Staff Contact CDC

OR

#### Application Intake:

Date Received 2-21-14

Reviewed by \_\_\_\_\_

Date of Checklist Review \_\_\_\_\_

Deemed Complete: Yes ☐ No ☐

**Application Information:****Level of review and project impact:**

This information will be used to determine your projects impact, per section 25.07.02 of the Zoning Ordinance for Project Plan and Site Plan applications only.

Tract Size 4.07 acres, # Dwelling Units Total \_\_\_\_\_ Square Footage of Non-Residential 34700

Residential Area Impact \_\_\_\_\_ %

Traffic/ Impact/trips \_\_\_\_\_

**Proposed Development:**

Retail 28700 Sq. Footage Detached Unit \_\_\_\_\_ Parking Spaces \_\_\_\_\_

Office \_\_\_\_\_ Sq. Footage Duplex \_\_\_\_\_ Handicapped \_\_\_\_\_

Restaurant 6000 Sq. Footage Townhouse \_\_\_\_\_ # of Long Term \_\_\_\_\_

Other \_\_\_\_\_ Sq. Footage Attached \_\_\_\_\_ # of Short Term \_\_\_\_\_

Multi-Family \_\_\_\_\_

Live \_\_\_\_\_

MPDU \_\_\_\_\_

Existing Site Use(s) (to include office, industrial, residential, commercial, medical etc.) \_\_\_\_\_  
73,700 sf office building and parking lot

**Estimated Points Total:**

To complete the table below, use the information that you provided above to calculate your total points from the chart below.

Points/Elements	1	2	3	4	Points
Tract size - Acres	1 or fewer	1.1 to 2.5	2.6 to 5	5.1 or greater	3
Dwelling Units	5 or fewer	6 to 50	51 to 150	151 or greater	0
Square Footage of Non-Residential Space	5,000 or fewer square feet	5,001 to 10,000 square feet	10,001 to 50,000 square feet	50,001 or greater square feet	3
Residential Area Impact	No residential development in a residential zone within 1/4 mile of the project	35% of area within 1/4 mile of the project area is comprised of single-unit detached residential units	65% of area within 1/4 mile of the project area is comprised of single-unit detached residential units	Development is within single-unit detached unit area.	1
Traffic Impact - Net new peak hour trips	Fewer than 30 trips	30-74 trips	75-149 trips	150 or more trips	1
<b>Points Total*</b>					
The total of the points determine the level of notification and the approving authority .					8

**Based on The Impact Total Your Project will be:**

- ☐ Project Plan Amendment
- ☐ Project Plan Amendment (major)
- ☐ Project Plan Amendment (Minor)

**Previous Approvals: (if any)**

Application Number	Date	Action Taken
PDP2004-00007	11/23/04	
PAM2014-00063	10/31/13	

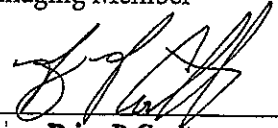
***A letter of authorization from the owner must be submitted if this application is filed by anyone other than the owner.***  
 I hereby certify that I have the authority to make this application, that the application is complete and correct and that I have read and understand all procedures for filing this application.

\_\_\_\_\_  
 Please sign and date

JBG/Market Square II, L.L.C.,  
 a Delaware Limited Liability Company

By: JBG/Market Square Member, L.L.C.,  
 its Managing Member

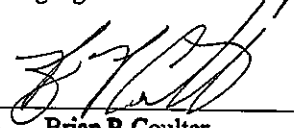
By: JBG/Company Manager IV, L.L.C.,  
 its Managing Member

By:   
 Name: **Brian P. Coulter**  
 Title: Managing Member

JBG/5 CHOKE CHERRY, L.L.C.,  
 a Delaware limited liability company

By: JBG/Market Square Member, L.L.C.  
 its Managing Member

By: JBG/Company Manager IV, L.L.C.  
 its Managing Member

By:   
 Name: **Brian P. Coulter**  
 Title: Managing Member



**Application Checklist:****The following items are to be furnished as part of this application:**

- ☒ Completed Application
- ☒ Filing Fee (to include Sign Fee)
- ☒ Pre-Application Meeting Number 2014-00063 and Documentation (Development Review Committee Mtg. notes)

N/A ☐ Proposed Area Meeting Date \_\_\_\_\_ including location \_\_\_\_\_

- ☒ Concept Site development plan, prepared and certified by a professional engineer. (Twelve (12) copies - Fifteen (15) if on a state highway: (size 24 x 36)(folded to 8 1/2 X 11)
- ☒ Approved NRI/FSD (Natural Resources Inventory/Forest Stand Delineation Plan)
- ☒ Preliminary Building Elevations & Floor Plan (3 copies)
- ☒ CTR (Comprehensive Transportation Review) Report –with fee acceptable to Public Works (copy to CPDS).
- ☒ Concept Landscape Plan (6 copies) (size 24" X 36") (folded to 8 1/2" X 11").
- ☒ Preliminary Forest Conservation Plan (FCP)
- ☒ Approved Stormwater Management Concept Plan
- ☒ Project narrative to include statement of justification that addresses compliance with all relevant Sections of the Zoning Ordinance, including but not limited to:
  - Comprehensive Master Plan and other plan regulations
  - Master Plan other Plans and Regulations
  - Mixed Use Development Standards, including Layback slope and shadow study (Section 25.13)
  - Landscape, Screening and Lighting Manual
  - Adequate Public Facilities (Section 25.20)
  - Parking (Section 25.16)
  - Signs (Section 25.18)
  - Public use space (Section 25.17)
  - Water and sewer information for hydraulic review

N/A ☐ Additional information as requested by staff

- ☒ Electronic Version of all materials (pdf format acceptable)
- ☒ Fire protection site plan

**Comments on Submittal: (For Staff Use Only)**


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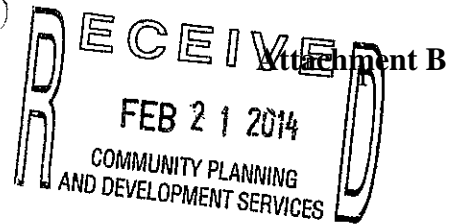


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**PJT**



## JUSTIFICATION STATEMENT

JBG COMPANIES  
(JBG/5 Choke Cherry, L.L.C. and JBG/Market Square II, L.L.C.)  
Upper Rock District Blocks B, C and D  
Preliminary Development Plan Application PDP2004-00007

### PDP AMENDMENT

On behalf of the JBG Companies and the referenced affiliates, we are submitting the attached application to amend the current Preliminary Development Plan ("PDP") for the referenced property.

### PROPOSED PLAN

With one phase remaining in the redevelopment of the Upper Rock District, we are seeking approval for the attached plan for Blocks B, C and D which will consist of approximately 34,700 SF of retail space and will provide benefits to the surrounding neighborhood and to the City of Rockville.

As approved in PDP2004-00007, the Upper Rock District total development program includes 844 dwelling units, 238,087 SF of office and 23,500 SF of retail/commercial (which does **not** include the retail/commercial component of the approved 126 Live/Work units which would have been approximately 24,000 sq. ft.). To date, 551 of the approved 844 residential units either have opened to the public or are under construction. Similarly, the 238,000 SF office headquarters for the SAMHSA division of the Federal government's Department of Health and Human Services serves as a daytime anchor at the center of the District. The approval of the

proposed plan for 34,700 SF of retail would be less than the total overall density approved in PDP2004-00007. It does not impact the local school capacity and, in fact, effectively “returns” major capacity to the school system by eliminating 293 of the approved dwelling units. At the same time, it conforms with all conditions of approval included in the PDP and with the general vision for the Upper Rock District.

This plan proposes the demolition of the aging 73,500 SF existing office building on Block B and the adjacent surface parking lot on Block C, replacing them with 34,700 SF of service, restaurant, other types of retail uses. These uses could include a small neighborhood grocer, restaurants, a pharmacy, a bank and general retail. This will provide the Upper Rock District with an integrated and interactive group of uses. The retail will provide a major amenity and convenience for the adjacent residences and offices so that they will have options for meals, shopping, sundries, and other activities within walking distance, and will not need to use a car. This mix of uses adds a significant value to the existing residences, the existing office, and the long term sustainability of the Upper Rock District. The existing landscaped green area on Block D also will function as a ceremonial entrance to the Upper Rock District as well as a gathering space.

#### **APPROVED PDP**

The approved PDP allows for an additional 293 residential units and 23,500 SF of retail/commercial *exclusive* of the retail/commercial contemplated within the approved Live/Work units which was previously planned to be located in the ground floor of the proposed

repurposed office building at 5 Choke Cherry (Block B). The Live/Work space amounts to an approximately 24,000 SF of retail/commercial, for a combined total of approximately 47,500 SF of retail/commercial space. The proposed plan of approximately 34,700 SF of retail space therefore would result in the following net impact to the final development program: 293 fewer residential units and approximately 12,800 SF less in retail/commercial.

## **TRAFFIC**

The Traffic Statement submitted with the application reflects the de minimis traffic impact of the proposed plan and showing how the request satisfies the City's traffic requirements.

This plan also implements the requirements of the PDP including street and sidewalk cross sections. The pedestrian and vehicular movement graphic for the proposed plan shows how pedestrian and vehicular moments will be handled, in nearly the same way planned under the existing approval. Significantly, the location and orientation of the buildings along Shady Grove Road, reflect nearly the same setback and orientation of the existing building, which was to remain. The proposed buildings are designed in a way to maximize pedestrian safety and experience as well as vehicular safety and movement. The Plan also anticipates on-street parking along the internal roads within the Upper Rock District to enhance pedestrian safety and walkability, while, at the same time, avoiding the need to build excess on-site parking. The plan shows the proposed curb cuts and driveway locations for the retail development. The traffic mitigation improvements established in PDP2004-00007 already have been constructed.

## DESIGN

This plan continues to incorporate major elements in The Design Code Urban & Architectural Standards for The Upper Rock District, consistent with the existing phases of development delivered to date. The current design guidelines include the following recommendations:

- *Articulation* – the building layout for this retail is separated into smaller individual buildings to create a dense network of multiple independent buildings connected by continuous sidewalks throughout the street grid of the Upper Rock District, as well as a pedestrian sidewalk connection to adjacent developments. The buildings are scaled to reinforce the sense of arrival when coming to the Upper Rock District, as one will be greeted with inviting amenitized retail at the street level, followed by a 7-story Class A office headquarters, and all surrounded by 4-6 story high quality residential apartments. Retail buildings are snug to the surrounding streets in order to entice an active pedestrian access. The one-story retail will have ceiling heights ranging between 12-18' in height.
- *Frontages & Storefronts* – this retail design brings frontage to the primary public streets in an effort to draw comfort and ease to pedestrian access in and around the Upper Rock District. Design of the building facades will be commensurate with the architectural quality of the District as well as its surroundings. The retail will present the majority of its frontage in an open and accessible manner such that the public realm of the frontage is enhanced to maximize the experience of patrons, residents, employees, and those in transit. The retail will feature large uses of open facades to increase public interest and aesthetic appeal, and storefronts will incorporate decorative canopies and high quality signage in accordance with the prescriptions of the design guidelines and the City's current code. Retail storefront designs will include storefront openings of large amounts of clear glass, and the storefronts will be of high architectural quality.
- *Streetscapes* – the Upper Rock Circle will be a public street dedicated to the City of Rockville upon the completion of its currently ongoing construction. This street, along with other surrounding public and private streets will be constructed of asphalt and lined with street trees which are coordinated with building entrances. There will be approximately 217 surface parking spaces constructed in connection with this retail. Drive-through access for the proposed pharmacy and potentially for a restaurant or bank will be designed, as allowed by the City of Rockville Zoning Ordinance Article 13, as not to obstruct traffic circulation within the site and with sufficient reservoir parking provided.

issues specific to the third phase of this project, and request that it be incorporated into the approval. Although the Design Guidelines themselves give the Architect referenced therein the right to approve materials, design and techniques other than those specified in the Design Guidelines, we believe it is more appropriate to update those Design Guidelines.

### **PDP/PROJECT PLAN STANDARDS**

Since approval of the PDP, the City's Zoning Ordinance has been rewritten completely and the PDP process by which this project was approved, no longer exists. The Zoning Ordinance and the City's Development Review Procedures Manual are unclear with respect to the process for approving amendments to existing PDP projects. On the one hand, the City's Project Impact Points System (PIPS) would suggest that the nature and scale of this proposed amendment is minor enough to be handled as either as a Level 1 or Level 2 Site Plan, given the limited number of points it triggers. City Staff, however, have determined that the project should be submitted to the Mayor and Council for approval. Although the project does not really require approval of a Project Plan under Article 7 of the City Zoning Ordinance, the previous requirements for approval of a PDP for the Optional Method of Development under the I-3 zone, under which the Upper Rock project was approved, are virtually identical to the criteria for Project Plan approvals in Section 25.07.01 of the City Zoning Ordinance. In order to make clear that the applicant can proceed with the revised uses being requested, we are submitting this application under the criteria for Project Plan approval.

The required findings for Project Plans in Section 25.07.01 are that the project will not:

- (a) Adversely affect the health or safety of persons residing or working in the neighborhood of the proposed use.
- (b) Be in conflict with the Plan.
- (c) Overburden existing and programmed public facilities as set forth in Article 20 of this Chapter and as provided in the adopted Adequate Public Facilities Standards.
- (d) Constitute a violation of any provision of this Code or other applicable law.
- (e) Adversely affect the natural resources or environment of the City or surrounding areas.

The findings the Mayor and Council made in approving the PDP for Upper Rock, and effectively confirm the findings for a Project Plan with respect to this application under Section 25.07.01.b.2, Paragraphs (a) through (e). More specifically, in terms of Paragraph (a) of Section 25.07.01b2, this modification will not adversely affect the health or safety of persons residing or working in the neighborhood of the proposed use. The original PDP approval made this conclusion. The main effect of this Amendment is to significantly reduce the number of residential units on the property and to configure the retail component already approved through the PDP (including any retail/commercial component of the live/work units) in a manner that works better from a market standpoint and better serves the local community.

In terms of Paragraph (b), this Amendment will not be in conflict with the [Master] Plan. It continues and improves the mixed-use nature of Upper Rock so as to better serve existing residents in the Upper Rock District and in the King Farm, while at the same time enabling completion of the Upper Rock District in an attractive manner.

In terms of Paragraph (b), this Amendment will not be detrimental to the public welfare or injurious to property or improvements in the neighborhood. Again, this finding was made in the original PDP and the amendment does not change any of those substantive findings.

In terms of Paragraph (c), this Amendment will not overburden existing and programmed public facilities. As found in the original PDP, water and sewer service are available and sufficient and the stormwater management, sediment control and forest conservation regulations all will be met. In terms of traffic capacity and mitigation, the Traffic Impact Statement attached hereto as Exhibit 2, demonstrates compliance with the City's requirements. This Amendment also avoids the school impact of 293 additional dwelling units.

In terms of Paragraph (d), this Amendment will not constitute a violation of any provisions of this Code or other applicable law.

In terms of Paragraph (e), this Amendment will not adversely affect the natural resources or environment of the City or surrounding areas. Once again, this finding was made in the original PDP approval. Since then, State and City regulations have changed so as to require more complete sediment control and stormwater management and this project now will increase its protection of natural resources.

Finally, in order to complete the review and approval of this Amendment, attached as Exhibit 5, is the approved Natural Resources Inventory/Forest Stand Delineation. Given that this

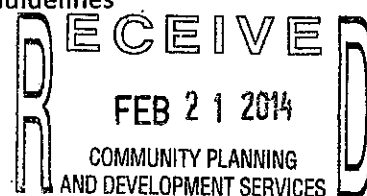


application merely requests a change in use approvals for an area of the project already approved for development, and as reflected in the NRI/FSD, there is no adverse environmental impact.

The applicant has had the required Pre-Application Staff meeting and Transportation Review, Pre-Application Area meeting and Pre-Application Natural Resources filing. The project also has been reviewed by the Development Review Committee, and this submission reflects modifications to the Plan in response to DRC comments.

## Upper Rock District - Phase 3 Supplemental Design Guidelines

February, 2014

**Introduction**

The purpose of these supplemental guidelines is to apply the intent of the existing Design Code/Urban and Architectural Standards (March 25, 2005) used to guide design for the initial residential phases of the Upper Rock District and to provide refined guidance for a program consisting of retail and restaurants. Each building will be evaluated on an individual basis to confirm compliance with the general intent of the Code. These supplemental guidelines will help ensure that the building uses, heights, bulk and mass, frontage quality, visual compatibility, materials and design techniques and compositions of Phase 3 will complement the quality of what is already built. They will also demonstrate that this phase of work will realize a quality designed coherent project upon completion of construction.

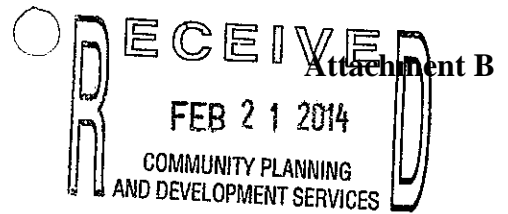
**Articulation**

Phase 3 buildings will be articulated with subtle and distinctive variations in massing both in plan (horizontal) and elevation (vertical) planes of design. Longer buildings in particular will comply with this requirement, such as at primary and secondary entrances, by augmenting corner massing using distinctive architectural treatments and along continuous wall surfaces.

The design of the buildings will characterize the Code intent and demonstrate sensitivity to an urban condition as much as practically possible considering building use and site constraints. All buildings, whether multi-story or single-story structures will reasonably reflect urbane design treatments. It will be clear that the proposed buildings characterize a traditionally inspired architecture and include such elements as base, middle and cap features consistent with the intent of the Code.

**Frontages**

Retail and restaurant buildings often functionally require a distinction between what is a front/primary facade and what is a secondary or more utilitarian facade. However, all facades will be designed with sensitivity to the intent of the Code particularly along street edges consistent with being perceived as part of the "urban condition." Particular attention will be paid to the architectural quality and articulation of any secondary /utilitarian facades. These facades will incorporate architectural features, lighting treatments, and quality landscaping and appear as non-utilitarian finished facades with viable and high quality architectural compositions unto themselves and be compatible with the rest of the building. Primary frontages will likely be oriented toward pedestrian access routes from the Upper Rock District and available parking areas for retail and restaurant buildings. This is intended to ensure that expected building users can easily access the buildings and is compatible with the general density and character of such uses in the region.



### **Streetscape**

Quality landscape and hardscape (walks and paving) designs, material and landscaping species, and site amenities (benches, receptacles, bike racks, etc.) used in Phase 3 will match or exceed the quality of that which is in place in the previous phases of the development. Continuity between the existing built conditions and this phase will support the intent of the code to achieve an urban condition throughout the development.

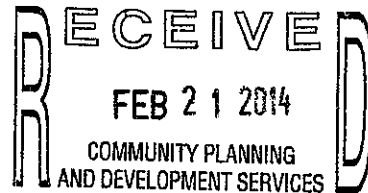
### **Storefronts & Signage**

All building storefronts will comply with the 12' height requirement. Variation in storefront material, proportion and configuration will be encouraged between tenants in multi-tenant commercial buildings in order to enhance a sense of variety, articulation and urbanism in each building.

A solid-to-void ratio appropriate for the single-story retail/restaurant program with a goal of 70% will be pursued and applied consistently to achieve the harmony that the Code intends to create. Each building can be designed and evaluated based upon its unique character, composition, materiality and merits and its compatibility within the context of the development. In order to maintain control on the building design composition quality, tenant storefront and signage criteria will be applied that follow the intent of the original Code yet are suitable to attract and retain the highest quality commercial tenants for the development. The signage standards will, in a tasteful and practical manner, encourage variety, type, size and location, lighting types, material, details and other controls to maximize the quality of the overall building appearance. This approach speaks to the intent of creating an authentic urban location that is not artificially determined as is the case in many suburban area retail and mixed-use developments.

### **Building Materials**

The design intent for buildings in Phase 3 is to use authentic architectural materials, brick, stone, metal, specialty siding, natural wood, tile, concrete etc., avoiding synthetic "fake" materials as EIFS, vinyl siding and foam formed moldings as much as practically possible. Colors, materials and textures will be unique but compatible with that which is currently built. To this end, all colors may not explicitly be from a single quadrant of the color wheel, but the range of colors and materials will achieve the harmony called for in the original Code.



## Memorandum

■  
11400 Commerce Park Dr.  
Suite 400  
Reston, VA

To: Rebecca Torma  
City of Rockville Traffic and Transportation

From: Edward Y. Papazian, PE *EYP*

Date: February 6, 2014

Subject: Upper Rock District, Blocks B, C, and D  
Traffic Statement

### INTRODUCTION

This memorandum serves as a traffic statement for the proposed amendment to the Preliminary Development Plan (PDP) for Blocks B, C, and D of the Upper Rock District.

The Upper Rock District is located along the south side of Shady Grove Road east of I-270. Blocks B, C, and D are located along the west side of Choke Cherry Road approaching Shady Grove Road.

This traffic statement demonstrates that the proposed amendment to the PDP will result in fewer than 30 AM and PM peak hour trips when compared to the current approved PDP. This is below the trip figure that would trigger the need for a full traffic study to satisfy the requirements for a Comprehensive Transportation Review (CTR).

### DESCRIPTION OF PROJECT

The proposed development levels on Blocks B, C, and D consist of 34,700 square feet of general retail space and the buildout of 551 multi-family residential units. The approved development levels consist of the following.

750	Multi-family residential units
94	Age-restricted apartments
9,000 SF	Quality restaurant
7,250 SF	Specialty retail
7,250 SF	Office

The residential component of the approved PDP includes 844 residential units which are broken down to 750 multi-family units and 94 age-restricted units. The amended PDP is limited to 551 multi-family units that are either built or are



to be built. The commercial component of the approved PDP consists of 23,500 retail/office space, which is broken down to include 7,250 square feet each of specialty retail and office and 9,000 square feet of quality restaurant space. The amended PDP proposes 34,700 square feet of general retail.

As part of the proposed amendment, the existing driveways along Choke Cherry Road will be utilized. No changes to the median treatment along Choke Cherry Road are planned.

#### PEAK HOUR TRIP GENERATION

The peak hour trip generation comparison between the current approval and the proposed amendment to the PDP is shown in Table 1.

Table 1 Upper Rock District Blocks B, C, and D Trip Generation							
Land Use and Quantity	Trip Generation Source	AM Peak Hour			PM Peak Hour		
		In	Out	Two-Way	In	Out	Two-Way
Current Approval							
750 Apartment Units	MCPB Guidelines	61	242	303	234	120	354
94 Age-Restricted Units	ITE LU Code 252	6	13	19	13	11	24
9,000 SF Restaurant	ITE LU Code 931	4	3	7	45	22	67
7,250 SF Specialty Retail	ITE LU Code 826	6	4	10	17	22	39
7,250 SF Office	MCPB Guidelines	9	1	10	3	13	16
Total Trips Generated by Current Approval		86	263	349	312	188	500
Proposed and Built							
34,700 SF General Retail	MCPB Guidelines	34	32	66	138	127	265
551 Apartment Units	MCPB Guidelines	45	178	223	172	88	260
Total Trips Generated by Proposed Development		79	210	289	310	215	525
Net Increase in Trips		-7	-53	-60	-2	27	25



These figures show that the proposed amendment to the PDP will result in a net reduction of 60 trips in the AM peak hour and a net increase of 25 trips in the PM peak hour. These figures are less than the 30-trip increase that would trigger the need for a full traffic study.

#### CONCLUSIONS

The proposed amendment to the PDP for Blocks B, C, and D of the Upper Rock District will have no adverse impact on the area transportation network. The peak hour trips generated by the proposed amendment will result in a reduction of 60 trips in the AM peak hour and an increase of 25 trips in the PM peak hour. These figures are less than the 30 trips that would trigger the need for a traffic study. The requirements of the City's Comprehensive Transportation Review (CTR) are satisfied.

February 6, 2014

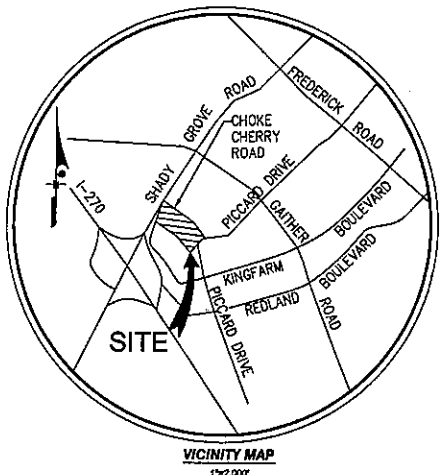
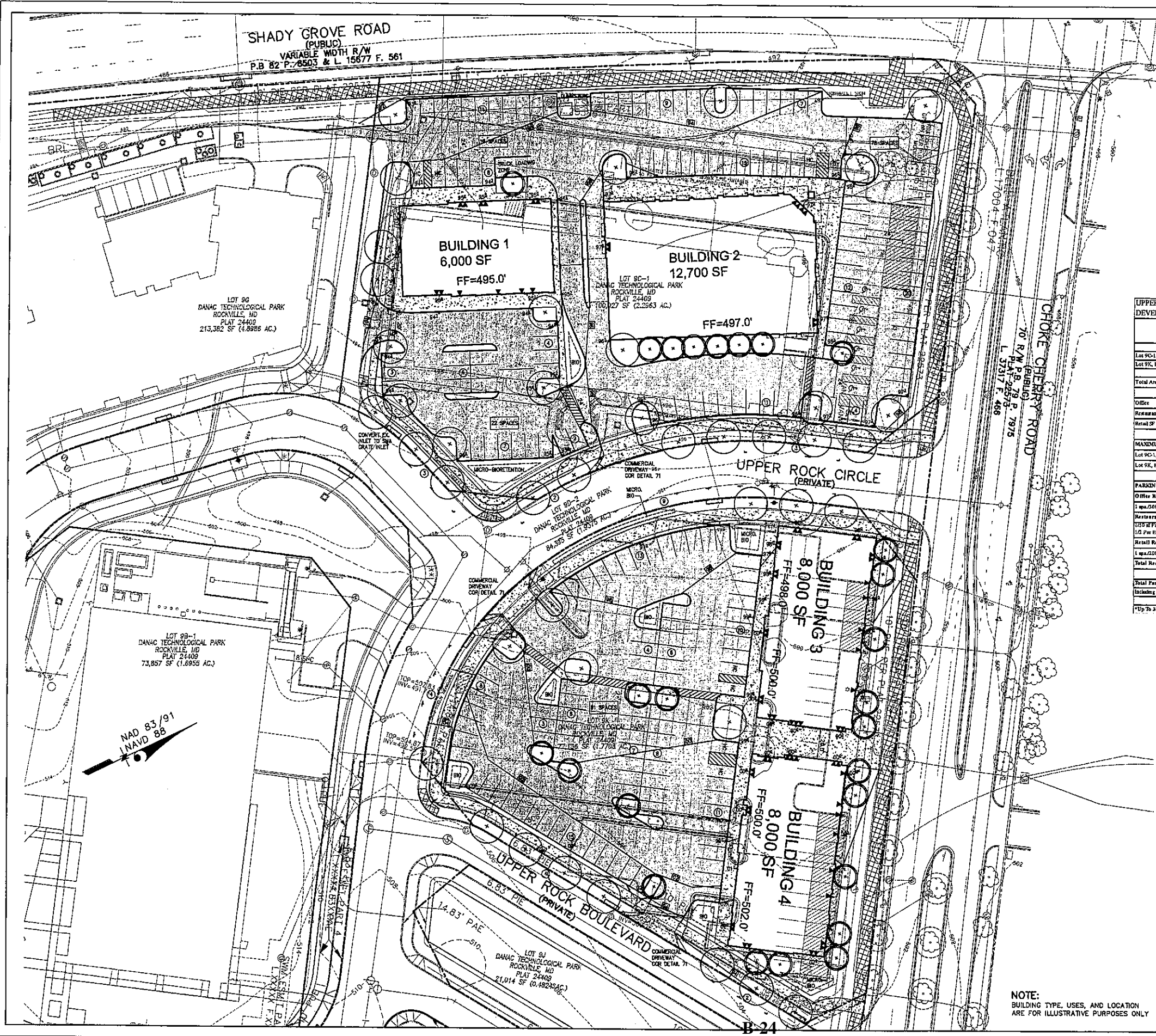


City of Rockville

### Comprehensive Transportation Review SCOPING INTAKE FORM

Project Name:	Upper Rock District Blocks B, C, and D																						
Permit No. (if available):																							
Subject Property Address:	Blocks B, C, and D of the Upper Rock District, Rockville, MD Shady Grove Road and Choke Cherry Road																						
Contact Person:	Ed Papazian																						
Contact Phone Number:	703-674-1307																						
Contact Email Address:	ed.papazian@kimley-horn.com																						
Current Approval  Total Development Built/under construction in place of current approval	Use	Square Footage/ Dwelling Units																					
	Apartments	750 DUs																					
	Age-Restricted Apartments	94 DUs																					
	Restaurant (Quality)	9,000 SF																					
	Specialty Retail	7,250 SF																					
	Office	7,250 SF																					
	General Retail	34,700 SF																					
Trip Generation	Peak Hour Site Trips																						
	Peak Period	IN							OUT							TOTAL							
		1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	8
	AM	61	6	4	6	9	34	45	242	13	3	4	1	32	178	303	19	7	10	10	66	223	-60
	PM	234	13	45	17	3	138	172	120	11	22	22	13	127	88	354	24	67	39	16	265	260	+25
Proposed Study Area (Boundaries and Intersections)	Not Applicable for CTR. Fewer than 30 peak hour trips																						
Proposed Access Points:	Existing driveways along Choke Cherry Road.																						
Projected Horizon (Build Out) Date:	2015																						
Statement of Operations	This project involves revision to Blocks B, C and D of the Upper Rock District. The proposed development consists of 34,700 square feet of retail and 551 apartment units that are built/under construction. The 551 units are not in Blocks B, C, and D. The proposed development will take the place of the current approval on Blocks B, C, and D.																						

1. Current approved apartments - MCPB Guidelines
2. Current approved age-restricted apartments - ITE LU Code 252
3. Current approved restaurant - ITE LU Code 931
4. Current approved specialty retail - ITE LU Code 826, equation, AM = 1/4 of PM trips
5. Current approved office - MCPB Guidelines
6. Proposed retail - MCPB Guidelines
7. Built apartments - MCPB Guidelines
8. Net increase in trips



UPPER ROCK - PHASE III - DEVELOPMENT TABLE			
	Existing	Approved PDP1004-0007	Proposed
		SF	AC
Lot 9C1, Block 'B'		100,017	2,296.1
Lot 9K, Block 'C'		77,136	1,770.8
Total Area		177,153	4,067.1
Office	73,700		
Restaurant			6,000
Retail SF			28,709
MAXIMUM HEIGHT			
Lot 9C1, Block 'B'		40 FT	
Lot 9K, Block 'C'		90 FT	
PARKING SPACES:			
Office Required			0
1 sp./500 sf			
Restaurant Required			
125% of F.A.U.S.E. Area (assume 50%)			65
1/2 per Employee (assume 10)			
Retail Required			
1 sp./200 sf			144
Total Required			209
Total Parking Spaces Provided (Approx.)			209*
Including HC			1
*Up To 38 Spaces Available in Garage			

**LEGEND**

- PROPERTY LINE
- BUILDING
- DOOR
- BUILDING OVERHANG
- CURB
- PARKING LOT PAVING
- SHADE TREE (42)
- ORNAMENTAL TREE (26)
- EX. EASEMENT
- EX. MANHOLE
- EX. STORM DRAIN PIPE
- EX. STORM INLET
- EX. WATER PIPE
- EX. FIRE HYDRANT
- EX. SEWER MANHOLE
- EX. SEWER PIPE
- EX. ELECTRIC LINE
- EX. ELECTRIC
- EX. SIGN
- EX. VEGETATION
- STREET TREE PER FTPC2008-00006

(55) TREES REQUIRED PER FTPC2008-00006

**Professional Certification**  
I hereby certify that these documents were prepared or approved by me, and that I am a duly licensed professional engineer under the laws of the State of Maryland.  
License No.: 10158  
Expiration Date: 03-22-14

NOTE:  
BUILDING TYPE, USES, AND LOCATION  
ARE FOR ILLUSTRATIVE PURPOSES ONLY

UPPER ROCK - PHASE III  
CONCEPT SITE PLAN



PLAN NO.:	SCALE: 1"=30'
DATE: 2/11/14	SHEET C-1.10
FILE NO: 05-021	

**J.B.A.**  
Johnson - Bernat - Associates, Inc.  
205 N. Frederick Ave. S. 100  
Gaithersburg, MD 20877  
Tel: (301) 963-1133  
Fax: (301) 963-6306  
www.jba-inc.net

Engineering - Surveying - Planning

BOOKS B & C  
ROCKVILLE, MARYLAND